



Donna Scott

CMO

About Donna

An award-winning marketing executive with over 25 years of experience, Donna has led strategic initiatives, product launches, and lead generation campaigns for companies operating in the Americas, Asia-Pacific, Europe, and the Middle East. With a track record of consistently exceeding goals, she excels at developing and executing comprehensive marketing strategy and growth plans, demand generation, lead generation, digital transformation, and branding approaches. Building effective relationships, Donna has led global marketing teams, startups, and turnarounds while managing customer satisfaction and fostering crucial strategic partnerships.

How Donna has Helped Businesses Grow

- Transformed USA Mobility and Amcom Software to Spok Inc. in less than three months, spearheading comprehensive rebrand efforts, including large-scale, coordinated, launch to 600 employees and over 2000 customers.
- Grew the new Spok brand from 0% to over 60% awareness and over 90% consideration through comprehensive branding and demand generation.
- Exceeded lead generation goals at McKesson Health Solutions, a 200% increase over the previous year.
- Enabled sales to exceed first year goals by 20% leading an integrated marketing campaign for the introduction of a new RelayHealth solution.
- Consistently exceeded revenue and share growth targets for healthcare customers nationwide at AT&T.
- Exceeded broadband product revenue and subscriber objectives at AT&T while maintaining ARPU, growing margins, and reducing churn by 45 basis points. Improved employee satisfaction from 52% to 80%.
- Developed a winning strategy and growth plan for a midsize telehealth organization, which is currently exceeding goals.

Executive Marketing Experience

- SVP, Head of Marketing, Spok, Inc.
- Assistant Vice President of Marketing Strategy, McKesson Health Solutions
- Executive Director, Marketing, AT&T
- Senior Director, Online Markets, AT&T
- Senior Director, Internet Product Management, AT&T

Expertise

Industry Experience

- Healthcare
- SaaS
- Technology
- Health and Wellness
- Wireless/
Telecommunications

Specialties

- Growth Strategy
- Brand Strategy/Refresh
- Go-to-Market Strategy
- Positioning & Messaging,
- Demand Generation
- Market Penetration & Growth

Education

- MBA, Northwestern University
- BA, University of North Carolina
- Certificate in Healthcare Leadership, Harvard University

Contact Information

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